

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
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January 16, 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Mark:

DORAL *Gratis* product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #020498

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	2	12300-21861	2	12300-15112
Lt 100	4	12300-24987	4	12300-15212
Men Lt 100	2	12300-24990	2	12300-15812
FF	2	12300-21859	2	12300-16612
FF 100	4	12300-24988	4	12300-15312
Ult Lt 100	2	12300-24991	2	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512
SKU WT (w/o Product): 4.4800 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998

Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: \$9,515.13

51844 9021

-2-
BCTNG5F
MOUNTAIN CANDY

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$162.00 (18 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

51844 9022

PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/FF 100

CARTONS PER STYLE
D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT	LT	LT	FF	FF	ULT		VAP DIRECT ACCT	DIR ACCT	
							100	MN	100	100	100	LT	100	VAP S/S#	SUPPLIER #	
162303	765418	SMOKERS PARADISE	14 SARATOGA RD	SCOTIA	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY		
						LIVE	20	40	20	20	40	20				
162304	777125	SMOKERS PARADISE III	671 NEW LOUDEN RD	LATHAM	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY	0	
						LIVE	20	40	20	20	40	20				
162305	757620	SMOKERS PARADISE	90 STATE ST	ALBANY	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY	985499	
						LIVE	20	40	20	20	40	20				
162306	777133	SMOKERS PARADISE V	604 PAWLING AVE	TROY	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY	0	
						LIVE	20	40	20	20	40	20				
162306	784251	SMOKERS PARADISE VII	RT 7 / HOOSICK ST	TROY	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY	0	
						LIVE	20	40	20	20	40	20				
162307	178829	THRUWAY PHARMACY_INC	TRUWAY SHP/CTR PLAZA	WALDEN	NY	GRATIS	10	20	10	10	20	10	442680	MOUNTAIN CANDY & CIG		
						LIVE	20	40	20	20	40	20				
							2	4	2	2	4	2	Number of Gratis / Live Cases Each			
							48	15-CARTON KITS, ITEM #536813								
							6	P.O.S. KIT, ITEM #536822								

WHOLESALE PACKING INSTRUCTIONS

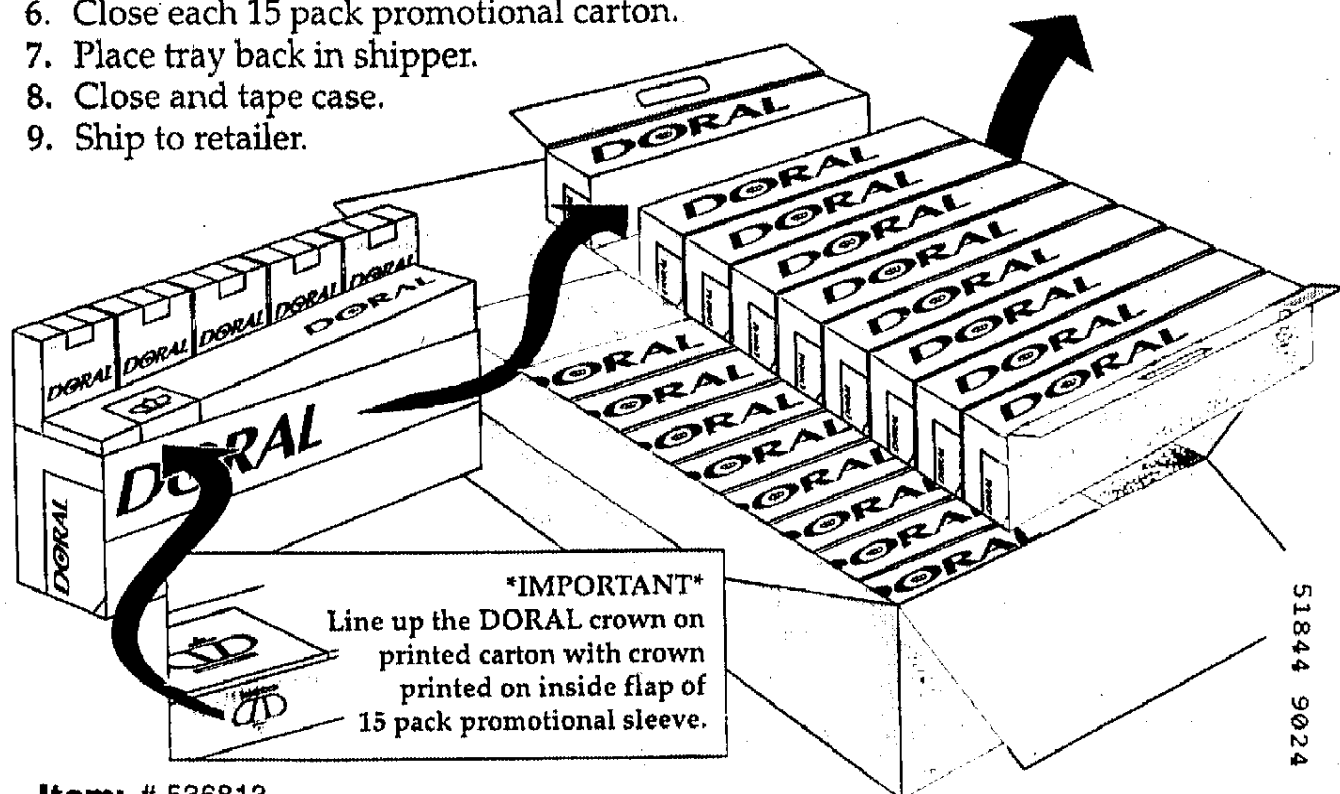
VALUE ADDED PROMOTIONS

1ST QTR.'98

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). Gratis product is in white cartons.
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). Gratis product is in white cartons.
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



Item: # 536813

Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Cause Brand mix in Display					